

## Selected Professional Experience

### Marketing and Social Media Specialist

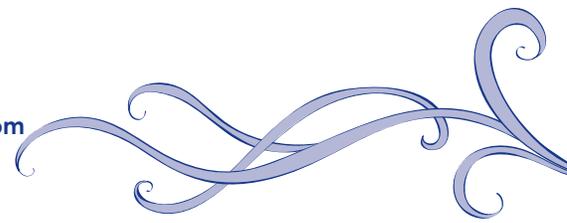
*Kriska Transportation Group, Mississauga (August 2016 - November 2016)*

- ~ Managed design, branding, marketing, and social media needs for the group of companies.
- ~ Assembled in-house library of images, literature, presentations, graphics, and other assets for a centralized and organized space where items can be accessed for group needs.
- ~ Coordinated with outside web developer to launch the group of companies website and ensure that it was optimized for usability and met AODA requirements for accessibility.
- ~ Worked on developing updated branding guidelines for the group that incorporated group strategies as well as some individuality for the business units.
- ~ Updated and optimized social media presence of the brands on various platforms. Determined content that is unique to each brand versus content that applies to the entire group. Also determined content that is most appropriate for various platforms based on target audiences unique to each platform.
- ~ Developed a plan for social media training and drafted a social media policy for employees of the group.

### Senior Graphic Designer, Website Manager, Social Media Manager

*Amico Group of Companies, Richmond Hill (September 2011 - August 2016)*

- ~ Primary author of the website manual which provides reference and instruction for creating and editing web content. Rewrote the literature and graphic standards manual to be more comprehensive.
- ~ Website management including coordination with web developer. Responsibilities included requesting and evaluating new features, testing, content updates, image processing, as well as design and coding of selected pages.
- ~ Design and coding of targeted landing pages and e-mail blast templates. Programming requirements for landing pages coordinated with IT department.
- ~ Coordinated with IT on the development of web-based applications programmed by the IT department. Designed the UI and improved usability for target audiences by analyzing applications in development.
- ~ Updates to social media outlets and coordination of social media initiatives using Hootsuite.
- ~ Management of literature to ensure adherence to corporate standards and planning for translations. Created and edited literature and artwork to follow or establish standards, including: specification sheets, brochures, flyers, sell sheets, banners, posters, and manuals. Select PDF literature includes interactive form fields.
- ~ Created and edited vector artwork for mylar control panels (flat or with push buttons), labels, RFID cards, and user interfaces. Creation of logos for select products including Amico iCE lights, Amico MiraLED lights, and Amico GoLift.
- ~ Coordinated translation of literature and artwork into foreign languages with translation vendors. Completed design and layout of foreign language documents and artwork to match English versions. Created reference documents for commonly translated terms and established practices to improve consistency in translations.
- ~ Photographed products and room layouts. Realistic image editing of product photos to update imagery to showcase current available features, improve clarity of small features, and to accurately display foreign language versions.
- ~ Photoshop mock-ups of hospital rooms using engineering drawings and the input of the sales team to provide a preview for customers choosing colour schemes for hospital rooms.
- ~ Tradeshow booth management for a selection of regional and national tradeshows in the USA, for booths up to 20' x 20'. Successfully developed booth layouts, coordinated with internal departments for products being sent to shows, ordered services for company booths, coordinated shipping with the internal shipping department, and provided any additional support needed for sales staff at the show (remotely or on-site).
- ~ Coordinated printing with outside vendors for literature, banners, and labels.
- ~ Training of new staff on design standards for English and foreign language literature and artwork. Training of department staff on utilizing the website content management system and teaching web design coding pertinent to website and e-mail blast initiatives.
- ~ Trained staff on techniques that improved accuracy and/or efficiency. Set standards for high-res graphics to be saved using multiple layers and non-destructive adjustments. Improved standards for separating print ready and proof files.



## Marketing Coordinator and Graphic Designer

*International Safety Systems Inc., Newmarket (May 2007 - May 2008)*

- ~ Modified design and edited content of a catalogue to create a more streamlined, user-friendly publication. Cover design featured an original illustration and modern aesthetic that positively set the printed issue apart from competing publications.
- ~ Redesigned and implemented new company website with standards-compliant code and increased usability. Later implemented a more modern, modified redesign that maintained the organizational structure established in the prior redesign. Redesigns were well-received by existing customers and attracted new customers. Consulted on the subsequent website redesign to improve usability.
- ~ Influenced the transition to more modern, distinctive corporate branding.
- ~ Created large format artwork for tradeshow booths and vehicle wraps.
- ~ Transitioned to supporting part-time on a freelance basis after working in-house as company needs were reduced. Current freelance support is minimal.

## Independent Graphic Designer and Illustrator

*Various Clients (November 2006 - Present)*

- ~ Determined client needs and evaluated existing files to identify issues that may negatively impact website visitor experience. Updated sites to increase compatibility, usability, and accessibility.
- ~ Instrumental in theming and layout design of sites utilizing Content Management Systems including Drupal and WordPress, resulting in highly customized layouts while allowing the client the flexibility to manage the content.
- ~ Created print collateral and websites to improve the company image of various clients and appeal to a larger portion of their target audience.
- ~ Created customized wedding stationery and coordinated letterpress printing. Also developed template designs for print on demand.

## Tutorial Writer and Educator

*Mentor at HTML[500] Toronto (February 2017)*

- ~ Provided guidance to mentees while they followed the supplied curriculum, explaining the functionality of different aspects of HTML and CSS covered in the lesson plan.
- ~ Assisted mentees with expanding skills by encouraging them to experiment, teaching them new techniques, as well as helping them troubleshoot errors in coding.

*How to Create a Fantasy Character in Illustrator, published on Vectortuts+ (June 2009)*

- ~ Lesson on how to use brush styles and Live Paint for illustrating a figure in vector format.

*Creating Comics with Adobe Illustrator, self-published PDF (July 2008)*

- ~ Thorough lesson on how to create vector based comic pages. Promoted by various websites and individuals in the online graphic design community. Received a Daily Deviation on DeviantART.

## Education

Ontario College Advanced Diploma of Graphic Design; George Brown College, Toronto  
Graduation Date: April 2006

## Software and Coding Proficiency

- ~ Adobe Illustrator
- ~ Adobe InDesign
- ~ Adobe Photoshop
- ~ Adobe Acrobat Professional
- ~ Adobe Bridge and Camera Raw
- ~ Powerpoint and Keynote
- ~ Hootsuite
- ~ Adobe Dreamweaver and text-based code editors
- ~ (X)HTML and CSS
- ~ Some ASP(X) and PHP
- ~ Theming for Drupal and WordPress sites
- ~ MailChimp
- ~ Google Analytics
- ~ Intuit Quickbase